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Mitch Joel on Social Media: 'A Tectonic Shift in How We Communicate'

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Mitch Joel on Social Media: 'A Tectonic Shift in How We Communicate'

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Mitch Joel is president of Twist Image, a Montreal-based multimarketing agency, vice-chairman (Quebec) for IAB Canada (Interactive Advertising Bureau), and an executive on the eMarketing Council of the CMA (Canadian Marketing Association). Joel was in Singapore to attend the country's first ever PodCamp from 30-31 July, hosted by the Singapore Management University (SMU). SMU corporate communication professor Michael Netzley talked to Joel about emerging social media channels and networks, and the business opportunities for building and marketing brands to these new consumer communities.

[Listen to the podcast \(http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?i=20002999&id=267161194\)](http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?i=20002999&id=267161194)

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